

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : David J. Miller Art Unit : 3625
Patent No. : n/a Examiner : Mark A. Fadok
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Title : Method And Facility For Displaying Customer Activity And Value

Commissioner for Patents
Alexandria, VA 22313-1450

RESPONSE

Dear Sir:

The Office Action of February 26, 2003, has been carefully considered. In response thereto, please enter the following amendments and consider the following remarks.

CLAIMS WITH MARKINGS TO SHOW CHANGES MADE

Please amend the following claims as follows:

1. (Twice Amended) A method of displaying information about a multitude of different customers comprising:

for each customer, receiving a set of numeric values, each associated with parameters including a recency indicator, and an advocacy indicator;

decaying the numeric value associated with the recency indicator over time according to an absence of activity by each customer;

increasing the numeric value associated with the recency indicator over time according to recent activity by each customer

for each customer, generating a symbol; and arranging the symbols spatially in a galaxy layout according to a polar coordinate system, based on the numeric values, and displaying the galaxy layout on a display